



WXYZ

ORDER

Print Date 09/18/12 Page 1 of 4

Flight Dates **10/30/12-11/06/12**

Contract / Revision **306309 /**
Original Date / Revision
 07/30/12 09/17/12
Advertiser **Protect Working Families**

Agency **Hamburger Company**
Buying Contact

5505 Connecticut Avenue NW - #21
Washington, DC 20015

Product
Protect Working Families

Agency Com 15%
Billing Contact

5505 Connecticut Avenue NW - #21
Washington, DC 20015

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1554 - POJ Week 1**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	93	\$71,612.50	\$84,250.00	0.00	10/29/12	11/06/12	93	\$71,612.50	\$84,250.00
Totals	93	\$71,612.50	\$84,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$150.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$150.00		0.00			
N 2	WXYZ	10/30/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$400.00		0.00			
N 3	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	12	\$10,800.00



WXYZ

Print Date: 09/18/12

Page 2 of 4

Contract / Revision **306309** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1554 - POJ Week 1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 2222--					8	\$900.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$900.00		0.00			
N 4	WXYZ	11/03/12	11/03/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Action News SAT 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
N 5	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
N 6	WXYZ	11/04/12	11/04/12	Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Action News SUN 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$250.00		0.00			
N 7	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$350.00		0.00			
N 8	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$350.00		0.00			
N 9	WXYZ	10/30/12	11/06/12	M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	6	\$3,000.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$500.00		0.00			
N 10	WXYZ	10/30/12	11/05/12	M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
N 11	WXYZ	10/30/12	11/05/12	M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
				M-F 11a-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$750.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$750.00		0.00			
N 12	WXYZ	10/30/12	11/05/12	12p Noon News	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
				12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 13	WXYZ	10/31/12	11/02/12	M-F 4-5pm	CM	4-5pm M-F	-- 1- 1--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 1- 1--					2	\$900.00		0.00			
N 14	WXYZ	10/30/12	11/05/12	5p News	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,000.00		0.00			



WXYZ

Print Date: 09/18/12

Page 3 of 4

Contract / Revision **306309** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1554 - POJ Week 1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N14	WXYZ	10/30/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N15	WXYZ	10/30/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N16	WXYZ	10/30/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N17	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$750.00		0.00			
N18	WXYZ	10/31/12	11/02/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--1-1--	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--					2	\$1,800.00		0.00			
N19	WXYZ	10/30/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11-1-1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1-1-					3	\$2,000.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N20	WXYZ	10/30/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$750.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$750.00		0.00			
N21	WXYZ	10/30/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11-1---	:30	3	\$250.00	P-4	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---					2	\$250.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$250.00		0.00			
N22	WXYZ	10/31/12	11/02/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	--1-1--	:30	2	\$150.00	P-4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--					2	\$150.00		0.00			
N23	WXYZ	11/03/12	11/03/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
N24	WXYZ	11/04/12	11/04/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$550.00		0.00			
N25	WXYZ	11/04/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 09/18/12

Page 4 of 4

Contract / Revision **306309** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1554 - POJ Week 1**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WXYZ	11/04/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$250.00		0.00			
N26	WXYZ	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,000.00		0.00			
N27	WXYZ	11/01/12	11/01/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$5,000.00		0.00			
N28	WXYZ	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		0.00			
N29	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night For	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,000.00		0.00			
N30	WXYZ	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,000.00		0.00			
N31	WXYZ	11/03/12	11/03/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
Totals														93	\$84,250.00